

1       What is claimed is:

2       1.       A method for providing electronic commerce using an electronic book,  
3       comprising:

4               displaying an electronic book;

5               presenting associated with the electronic book an identification of a product or  
6       service;

7               receiving a user's selection of the product or service and a request to purchase the  
8       selected product or service; and

9               performing a transaction to execute the purchase request.

10      2.       The method of claim 1 wherein the displaying step includes displaying the  
11       electronic book on a viewer.

12      3.       The method of claim 1, further including:

13               receiving a request from the user for information concerning a particular product  
14       or service; and

15               displaying information concerning the particular product or service in response  
16       to the request.

17      4.       The method of claim 1 wherein the performing step includes electronically  
18       obtaining payment for the product or service.

19      5.       The method of claim 4 wherein the performing step includes using a digital  
20       coupon as at least part of the payment required for the execution of the purchase request.

21      6.       The method of claim 1 wherein the performing step includes establishing an  
22       electronic communication with a web site for executing the purchase request.

- 1       7.     The method of claim 6 wherein the establishing step includes launching a browser
- 2       program to establish the electronic communication.
  
- 3       8.     The method of claim 1 wherein:
  - 4       the presenting step includes displaying an icon identifying the product or service;
  - 5       and
  - 6       the receiving step includes receiving selection of the icon by the user.
  
- 7       9.     The method of claim 1 wherein the presenting step includes displaying
- 8       information relating to the product or service.
  
- 9       10.    The method of claim 9 wherein the presenting step includes displaying an
- 10      advertisement relating to the product or service.
  
- 11      11.    The method of claim 9 wherein the presenting step includes selecting and
- 12      displaying an advertisement based upon information related to the user.
  
- 13      12.    The method of claim 9 wherein the presenting step includes selecting and
- 14      displaying an advertisement based upon particular criteria.
  
- 15      13.    The method of claim 9 wherein the presenting step includes displaying
- 16      multimedia information relating to the product or service.
  
- 17      14.    The method of claim 1 wherein:
  - 18       the presenting step includes displaying an identification of a digital product; and
  - 19       the performing step includes downloading the digital product into a memory
  - 20       associated with the viewer.

1       15.     The method of claim 1, further including recording statistical information relating  
2            to the purchase request.

3       16.     The method of claim 15 wherein the recording step includes recording statistical  
4            information concerning purchases of the product or service.

5       17.     The method of claim 15 wherein the recording step includes recording statistical  
6            information concerning purchases of products or services by the user.

7       18.     The method of claim 15, further including presenting an identification of other  
8            products or services based upon the statistical information.

9       19.     The method of claim 1, further including:  
10            receiving from the user a request for display of information concerning a  
11            particular product or service;  
12            displaying information relating to the particular product or service in response to  
13            the request; and  
14            displaying information relating to products or services associated with the  
15            particular product or service.

16      20.     The method of claim 1 wherein the performing step includes:  
17            receiving from the user an offered price for the product or service;  
18            determining whether to accept the offered price; and  
19            selectively transmitting an indication of an acceptance of the offered price based  
20            upon the determining.

21      21.     The method of claim 20 wherein the determining step includes determining  
22            whether to accept the offered price based upon at least one of the following criteria: an  
23            amount of the offered price, any available rebates relating to the selected product or

1 service, any available discounts relating to the selected product or service, or a range of  
2 acceptable prices for the selected product or service.

3 22. The method of claim 1 wherein the performing step includes encrypting the  
4 transaction for secure execution of the purchase request.

5 23. The method of claim 22 wherein the encrypting step includes using a digital  
6 signature for the secure execution of the purchase request.

7 24. The method of claim 1 wherein:

8 the displaying step includes displaying a hypertext link identifying the product or  
9 service; and

10 the receiving step includes receiving selection of the hypertext link.

11 25. The method of claim 1 wherein the performing step includes:

12 presenting an electronic order form on the viewer; and

13 receiving a completed version of the electronic order form for the execution of the  
14 purchase request.

15 26. The method of claim 1 wherein the performing step includes:

16 generating and presenting on the viewer a completed electronic order form based  
17 upon stored information identifying the user and payment information; and

18 receiving a submission of the completed order form.

19 27. The method of claim 1, further including providing a sample of the product using  
20 the viewer.

1       28. The method of claim 27 wherein the providing step includes presenting a video  
2       clip, an audio clip, a portion of an electronic book, an image, a slide show, or an  
3       animation.

4       29. The method of claim 1 wherein the displaying step includes displaying an  
5       electronic catalog that includes an identification of the product or service.

6       30. The method of claim 1 wherein the displaying step includes:  
7           displaying an electronic catalog as the electronic book; and  
8           displaying an interactive electronic catalog within the electronic book.

9       31. The method of claim 29 wherein the displaying step includes displaying the  
10       electronic catalog as an inset image within the displayed electronic book.

11       32. The method of claim 29 wherein the displaying step includes displaying the  
12       electronic catalog as an overlayed image within the displayed electronic book.

13       33. The method of claim 1, further including generating and presenting a customized  
14       electronic catalog, including the identification of the product or service and an  
15       identification of other products or services, based upon information related to the user.

16       34. A method for electronically displaying a page of an electronic book and for  
17       permitting a user to perform an electronic commerce transaction using the displayed  
18       electronic book, comprising:  
19           displaying a screen;  
20           displaying within the screen a page of an electronic book, the page including an  
21       identification of a product or service;  
22           permitting a user to select the identification of the product or service; and

1                   displaying an electronic order form within the screen for permitting the user to  
2 request purchase of the selected product or service.

3                 35.    The method of claim 34 wherein the displaying step includes displaying the  
4 screen on a viewer.

5                 36.    The method of claim 34, further including displaying a product information  
6 section within the screen for displaying information relating to the product or service.

7                 37.    The method of claim 34, further including displaying an advertisement section  
8 within the screen for displaying an advertisement relating to the product or service.

9                 38.    The method of claim 34, further including displaying a digital coupon section  
10 within the screen for displaying a digital coupon for use in purchasing the product or  
11 service.

12                39.    The method of claim 34, further including displaying an associated products or  
13 services section within the screen for displaying information relating to products or  
14 services associated with the selected product or service.

15                40.    The method of claim 34, further including displaying a sample section within the  
16 screen for presenting a sample of the product.

17                41.    The method of claim 34, further including displaying an electronic catalog section  
18 within the screen for displaying an electronic catalog including an identification of the  
19 product or service and an identification of other products or services.

20                42.    An apparatus for providing electronic commerce using an electronic book,  
21 comprising:

1           a display module for displaying an electronic book;  
2           a presentation module for presenting associated with the electronic book an  
3           identification of a product or service;  
4           a receive module for receiving a user's selection of the product or service and a  
5           request to purchase the selected product or service; and  
6           an execution module for performing a transaction to execute the purchase request.

7       43.   The apparatus of claim 42 wherein the display module includes a module for  
8           displaying the electronic book on a viewer.

9       44.   The apparatus of claim 42, further including:  
10           a module for receiving a request from the user for information concerning a  
11           particular product or service; and  
12           a module for displaying information concerning the particular product or service  
13           in response to the request.

14       45.   The apparatus of claim 42 wherein the execution module includes a module for  
15           electronically obtaining payment for the product or service.

16       46.   The apparatus of claim 45 wherein the execution module includes a module for  
17           using a digital coupon as at least part of the payment required for the execution of the  
18           purchase request.

19       47.   The apparatus of claim 42 wherein the execution module includes a module for  
20           establishing an electronic communication with a web site for executing the purchase  
21           request.

22       48.   The apparatus of claim 47 wherein the execution module includes a module for  
23           launching a browser program to establish the electronic communication.

1       49.    The apparatus of claim 42 wherein:  
2           the presentation module includes a module for displaying an icon identifying the  
3           product or service; and  
4           the receive module includes a module for receiving selection of the icon by the  
5           user.

6       50.    The apparatus of claim 42 wherein the presentation module includes a module for  
7           displaying information relating to the product or service.

8       51.    The apparatus of claim 50 wherein the presentation module includes a module for  
9           displaying an advertisement relating to the product or service.

10      52.    The apparatus of claim 50 wherein the presentation module includes a module for  
11           selecting and displaying an advertisement based upon information related to the user.

12      53.    The apparatus of claim 50 wherein the presentation module includes a module for  
13           selecting and displaying an advertisement based upon particular criteria.

14      54.    The apparatus of claim 50 wherein the presentation module includes a module for  
15           displaying multimedia information relating to the product or service.

16      55.    The apparatus of claim 42 wherein:  
17           the presentation module includes a module for displaying an identification of a  
18           digital product; and  
19           the execution module includes a module for downloading the digital product into  
20           a memory associated with the viewer.

21      56.    The apparatus of claim 42, further including a recording module for recording  
22           statistical information relating to the purchase request.

1       57. The apparatus of claim 56 wherein the recording module includes a module for  
2       recording statistical information concerning purchases of the product or service.

3       58. The apparatus of claim 56 wherein the recording module includes a module for  
4       recording statistical information concerning purchases of products or services by the user.

5       59. The apparatus of claim 56, further including a module for presenting an  
6       identification of other products or services based upon the statistical information.

7       60. The apparatus of claim 42, further including:

8               a module for receiving from the user a request for display of information  
9       concerning a particular product or service;

10              a module for displaying information relating to the particular product or service  
11       in response to the request; and

12              a module for displaying information relating to products or services associated  
13       with the particular product or service.

14       61. The apparatus of claim 42 wherein the execution module includes:

15              a module for receiving from the user an offered price for the product or service;

16              a determination module for determining whether to accept the offered price; and

17              a transmission module for selectively transmitting an indication of an acceptance  
18       of the offered price based upon the determining.

19       62. The apparatus of claim 61 wherein the determination module includes a module  
20       for determining whether to accept the offered price based upon at least one of the  
21       following criteria: an amount of the offered price, any available rebates relating to the  
22       selected product or service, any available discounts relating to the selected product or  
23       service, or a range of acceptable prices for the selected product or service.

1       63. The apparatus of claim 42 wherein the execution module includes an encryption  
2       module for encrypting the transaction for secure execution of the purchase request.

3       64. The apparatus of claim 63 wherein the encryption module includes a module for  
4       using a digital signature for the secure execution of the purchase request.

5       65. The apparatus of claim 42 wherein:

6               the display module includes a module for displaying a hypertext link identifying  
7       the product or service; and

8               the receive module includes a module for receiving selection of the hypertext link.

9       66. The apparatus of claim 42 wherein the execution module includes:

10               a module for presenting an electronic order form on the viewer; and

11               a module for receiving a completed version of the electronic order form for the  
12       execution of the purchase request.

13       67. The apparatus of claim 42 wherein the execution module includes:

14               a module for generating and presenting on the viewer a completed electronic order  
15       form based upon stored information identifying the user and payment information; and  
16               a module for receiving a submission of the completed order form.

17       68. The apparatus of claim 42, further including a sample module for presenting a  
18       sample of the product using the viewer.

19       69. The apparatus of claim 68 wherein the sample module includes a module for  
20       presenting a video clip, an audio clip, a portion of an electronic book, an image, a slide  
21       show, or an animation.

1       70.    The apparatus of claim 42 wherein the display module includes a module for  
2       displaying an electronic catalog that includes an identification of the product or service.

3       71.    The apparatus of claim 42 wherein the display module includes:  
4               a module for displaying an electronic catalog as the electronic book; and  
5               a module for displaying an interactive electronic catalog within the electronic  
6       book.

7       72.    The apparatus of claim 70 wherein the display module includes a module for  
8       displaying the electronic catalog as an inset image within the displayed electronic book.

9       73.    The apparatus of claim 70 wherein the display module includes a module for  
10      displaying the electronic catalog as an overlayed image within the displayed electronic  
11      book.

12      74.    The apparatus of claim 42, further including a module for generating and  
13      presenting a customized electronic catalog, including the identification of the product or  
14      service and an identification of other products or services, based upon information related  
15      to the user.

16      75.    An apparatus for electronically displaying a page of an electronic book and for  
17      permitting a user to perform an electronic commerce transaction using the displayed  
18      electronic book, comprising:

19               a display module for displaying a screen;  
20               a page module for displaying within the screen a page of an electronic book, the  
21      page including an identification of a product or service;  
22               an identification module for permitting a user to select the identification of the  
23      product or service; and

1                   a purchase module for displaying an electronic order form within the screen for  
2 permitting the user to request purchase of the selected product or service.

3           76.    The apparatus of claim 75 wherein the display module includes a module for  
4 displaying the screen on a viewer.

5           77.    The apparatus of claim 75, further including a module for displaying a product  
6 information section within the screen for displaying information relating to the product  
7 or service.

8           78.    The apparatus of claim 75, further including a module for displaying an  
9 advertisement section within the screen for displaying an advertisement relating to the  
10 product or service.

11          79.    The apparatus of claim 75, further including a module for displaying a digital  
12 coupon section within the screen for displaying a digital coupon for use in purchasing the  
13 product or service.

14          80.    The apparatus of claim 75, further including a module for displaying an associated  
15 products or services section within the screen for displaying information relating to  
16 products or services associated with the selected product or service.

17          81.    The apparatus of claim 75, further including a module for displaying a sample  
18 section within the screen for presenting a sample of the product.

19          82.    The apparatus of claim 75, further including a module for displaying an electronic  
20 catalog section within the screen for displaying an electronic catalog including an  
21 identification of the product or service and an identification of other products or services.

1       83. A screen for use in electronically displaying a page of an electronic book and for  
2       permitting a user to perform an electronic commerce transaction using the displayed  
3       electronic book, comprising:

4               a screen for display;  
5               a page section within the screen for displaying a page of an electronic book, the  
6       page including an identification of a product or service and permitting a user to select the  
7       identification of the product or service;  
8               an information section within the screen for permitting the user to view  
9       information concerning the selected product or service; and  
10              a purchase section within the screen for selection by the user in order to view and  
11       submit an electronic order form for requesting purchase of the selected product or service.

12       84. The screen of claim 83, further including an advertisement section within the  
13       screen for displaying an advertisement relating to the product or service.

14       85. The screen of claim 83, further including a digital coupon section within the  
15       screen for displaying a digital coupon for use in purchasing the product or service.

16       86. The screen of claim 83, further including an associated products or services  
17       section within the screen for displaying information relating to products or services  
18       associated with the selected product or service.

19       87. The screen of claim 83, further including a sample section within the screen for  
20       presenting a sample of the selected product.

21       88. The screen of claim 83, further including an electronic catalog section within the  
22       screen for displaying an electronic catalog including an identification of the product or  
23       service and an identification of other products or services.